

## **TRAINING ANNOUNCEMENT**

### **National Park Service - WASO World Wide Web Support Office Web Authoring Workshops September 25 – 29, 2000**

This intermediate-level course will enhance a participant's ability to design and create web pages and web graphics using commercially available software. The class will be useful for anyone who is building or maintaining web pages for any park or office. Topics covered: NPS ParkNet publication policy, philosophy and support structure, the Park Profiles system, site planning, file management, creating web sites using Macromedia Dreamweaver, creating and optimizing graphics using Macromedia Fireworks, color considerations, tables and other formatting tools, introduction to Cascading Style Sheets, and uploading files using Ipswitch WSFTP software. Instructors: Tom Davies, Wendy Davis, Ken Handwerger, and Steve Pittleman.

**PARTICIPANTS:** NPS employees, volunteers, co-operating association employees and other federal government employees who are responsible for creating and maintaining web pages. Must be familiar with Windows 95/98 file management and basic HTML authoring.

**COURSE DATES:** September 25 – 29, 2000

**COURSE LENGTH:** 36 hours (Monday - Thursday 8:30 – 4:30, Friday 8:30 – 12:30)

**CLASS SIZE:** 24 participants.

**LOCATION:** U.S. Fish and Wildlife Service  
National Conservation Training Center  
Shepherdstown, West Virginia  
[www.nctc.fws.gov/](http://www.nctc.fws.gov/)

**LODGING:** National Conservation Training Center  
Shepherdstown, West Virginia  
Lodging and meals will be at NCTC. Cost is \$76.00 per day for lodging and meals.

**TUITION:** None

**FUNDING:** Benefiting accounts to fund travel and per diem.

## **REGISTRATION**

PROCEDURES: The attached nomination form must be received no later than COB  
*August 11, 2000 for the September class*

COURSE

COORDINATOR: Tom Davies  
215.597.7890  
ccMail to davies, tom or [tom\\_davies@nps.gov](mailto:tom_davies@nps.gov)

SEND NOMINATION

FORM TO: Steve Pittleman  
National Park Service  
WASO - Web Support Office  
1849 C St. NW  
Mailstop - 2505  
Washington, DC 20240  
cc:Mail to Pittleman, Steve or [steve\\_pittleman@nps.gov](mailto:steve_pittleman@nps.gov)  
FAX to 202-565-1059

Upon selection, follow-up with a 5-part SF-182 form to your Regional Employee Development Officer and make reservations for lodging.

The lodging reservation number for the National Conservation Training Center is 304/876-7900

**Nomination Form  
Web Authoring Workshop  
September 25 – 29, 2000**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Grade: \_\_\_\_\_

Park Area or Office: \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

ccmail address where message may be left for you: \_\_\_\_\_

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(Required) What webs site(s) are you responsible for?

How will this training benefit the Government and meet your park's or office's needs?

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Supervisor's Justification: Please comment of the above remarks and explain how these training needs are critical to this employee and your park or office.

\_\_\_\_\_  
Supervisor's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Manager's Signature

\_\_\_\_\_  
Date

## DRAFT SCHEDULE

### **WebFest 2000**

#### **Web Authoring Workshop**

September 25 – 29, 2000

National Conservation Training Center

Class will begin at 8:30 and end at 4:30 every day except on Friday when we will finish at 12:30. Participants are encouraged to arrive by 8:15 so they can get comfy.

#### **Day 1**

##### **ParkNet Introduction**

###### **ParkNet: Past and Present (Instructor: Steve)**

- History of the NPS Web Initiative
- Philosophy and Strategy
- Priorities and Goals of ParkNet
- Park Profile Pages

##### **Planning, Designing and Building Your Site**

###### **Developing a Site Strategy (Instructors: Wendy and Tom)**

- Principles of Design
- Planning Content
- Building Teams
- Site Planning and File Management
- Navigation and Consistency
- Accessibility
- Site Maintenance

##### **Lunch**

###### **Quickie Review of HTML Fundamentals (Instructor: Tom)**

- Basic page
- Tags and Attributes
  - Head – Meaningful page title
  - Body – BG Color and background image
  - Fonts – Headings, color and size
  - Links – Relative and absolute
  - Images – Types, source, dimensions, alignment

###### **Lengthy Introduction to Dreamweaver 3 (Instructor: Tom)**

#### **Day 2**

##### **Questions and Answers on Yesterday's Material**

###### **Continue with Dreamweaver 3 (Instructor: Tom)**

##### **Lunch**

## **Web Accessibility (Instructor: Wendy)**

### **ParkNet Administration (Instructor: Steve)**

- Who's Who – Web Team Organization
- Policy – Update on Director's Order 70, Publications Handbook, and associated documents
- Standards and Compliance (Logos, intercept scripts, titles, meta tags)

## **Day 3**

### **Questions and Answers on Yesterday's Material**

### **Creating, Modifying and Optimizing Web Images**

#### **Image Creation and Editing Using Fireworks 3 (Instructors: Tom, Wendy)**

### **Lunch**

### **Questions/Review**

### **Class Project**

#### **Create a Class Feature (ALL Instructors)**

- Break into 4 Development Teams and design a feature for this training class. All media and equipment will be provided. It is up to you and your teammates to use what you have learned and create an award-winning web feature. Be Creative! Have Fun! We Dare You!
- Instructors will assist teams in turning their ideas into full-fledged web sites.

### **Optional Evening Session**

## **Day 4**

### **Presenting Your Feature**

- Each team will be asked to give a brief overview of their feature including, content framework, *look and feel*, and production sequence.
- There will be a critique and discussion associated with each presentation.

### **Questions/Review**

### **On Your Own**

#### **Developing Park Expanded Home Pages and Program Components (ALL Instructors)**

- Armed with your own assets, media, and content framework, each participant will begin working on their Park's Expanded Web Site/Program Site. This will be your opportunity to apply your improved web skills to the business at hand.
- All instructors will be available to answer all your burning questions and provide technical/design assistance. We don't expect you to complete your site, but we hope that you will be on the road to web-enlightenment.

## **Day 5**

## **Looking Back, Looking Ahead**

Presenting the week's work.

Questions/Wrap-up

BYE-BYE

- Words of inspiration
- Copious back slapping
- Promises to write
- Pomp and Circumstance